

Debra Nicholson-Bassham, M.A. Education (ITEC)

| Ear Candle Productions | Noodle Brain Productions | Nicholson Business Services |

PO Box 170357 San Francisco, CA 94117; 890 32nd Ave, Apt 4, SF, CA 94121

415-604-8137 (cell) 415-463-5495 Home/Office

Cover Letter

Work in Training and Development with an emerging technology start up

I recently graduated from San Francisco State University with an MA-Education in the Instructional Technologies and my degree was conferred Jan 6, 2016. I am trained in both the ADDIE process, and Agile. I am trained to adapt quickly to emerging technologies and produce multimedia driven training projects with assessments. I currently use Articulate Storyline 2, and Captivate platforms. I am happy to learn more applications going forward.

My BA in Speech/Communications provided knowledge and skills for intrapersonal, interpersonal, group, diverse, multicultural and organizational speech. I am trained to interview Subject Matter Experts to assess needs in filling the gap in training.

I won a Bay Area Video Coalition Mayoral Scholarship, which provided knowledge and skills on core Adobe Web/Video applications to be readied to build multimedia assets (graphics, shapes, text, audio/video, HTML, CSS) for web based eLearning products.

Work as a Training Specialist at CPUC gave me access to Articulate Storyline platform to produce eLearning using SCORM and API Assessments with scoring abilities that give the learner immediate results at submission. Students can also retry quizzes if permitted, which builds prior knowledge for better retention. I also videotaped trainings, and uploaded them to the LMS, on the Articulate Online platform.

My coursework at City College of San Francisco and Golden Gate University and Johns Hopkins University provided the knowledge and experience I needed to start off an earlier career and business at Nicholson Business Services, my own start-up to train small businesses in GAAP Accounting Principles and to set up their Chart of Accounts for efficient, informative Financial Statements.

I enjoy authoring and refreshing training and development programs following Adult Learning Theories that are current and informative. I can digitize earlier PPT educational projects as well. I am an experience videographer/editor in Premiere Pro. I can drive usability decisions associated with new technology rollouts with an interest in the business problem that needs to be solved. I can set and measure success metrics that drive best practices.

I house projects, degrees, writing, and multimedia communications to attest for my abilities for your perusal at <https://nicholsonbusinessservices.com/9-business-references-transcripts-and-resumes/> where I delivered GAAP accounting services for clients in the Bay Area for many years under a San Francisco Tax Collector's Business License #942900, started in 1995

and recently closed, but the website is available for evidence of experience, expertise, and efficiency in delivery of accounting services.

You can also view my Master of Arts in Education-Instructional Technologies Project and Design Document, 21st Century Paradox: Training the Unemployed for Self-Employment in Services Industries at Ear Candle Productions (SF Tax Collector Business License #381225, started in 2004 to present) at the following links to assess my creative abilities as well as my Instructional Systems Design, writing and video skills.

<https://earcandleproductions.com/tusesi/story.html>

<https://earcandleproductions.com/DD.pdf>

<http://youtube.com/earcandleproductions>

I offer my social media LinkedIn professional profile here:

<https://www.linkedin.com/in/debra-nicholson-bassham-ma-ed-itec-3a895813/>

I am also a subscribing member of Lynda.com.

Now that more and more businesses with better funding have captured the market, I would like to offer my KSAs to benefit a greater base of both staff and customers at your discretion. I am happy to be 1099ed or W2. I don't need health benefits. My husband has me covered.

Thanks for your time and attention.

Best,

Debra Nicholson Bassham

REFERENCES:

John Bassham, at Ear Candle Productions 415-470-3449 is my business partner and spouse.

Daryl Henline, manager at Bridge Art Space is now owner/operator at San Pablo Harbor is a client/friend. I trained to use QKBKS 510-233-3348. He also leads the Conspiracy of Beards choir, of which my husband is a member.

Helen Block is an Analyst/ Archivist/friend at UCSF Capitol Programs 415-502-2838 as well as a FaceBook friend and Art seeking buddy.

Thank you for this opportunity to be of service. I hope you find my experience qualifies me to perform the duties, learn new skills, and be readied to provide excellent services to your eLearning program.